

Jessica Wheeler

# Process Book

Professor Lott | GRDS 387 | Spring 2020

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# Introduction

## Goals

Effective interfaces rely on principles of graphic design, interactivity and usability for design, development, implementation, testing and updating. This course introduces students to a variety of visual, navigational and structural approaches to these stages of the interface-building process. Topics covered include CSS, navigation systems, visual hierarchy, basic animations, image preparation and file transferring protocols. Emphasis is placed on conceptual development and structure, interactivity, and design aesthetics

## Assignment

Tasked with designing a branded mobile application, students will perform user prototypes that emphasize the user and their experience, while incorporating a sense of empathy and storytelling into the overarching experience.

# Vacationing Made Easier

How many times have you gone to a vacation spot, a new city, or even just road tripped and you've felt lost or confused on things to do? You want to visit so many different things but you just don't know how to plan accordingly, making sure you have the right about of time and money? Or even the opposite, you don't know what you want to see or whats available.

This new vacationing app will act as your personalized guide book. Whether someone is looking to uncover a destination that inspires them to pack their bags or planning for a specific location. The app will provide a visual discovery by featuring the best reviews and videos for destinations. It will allow travelers to plan their trip in advanced based off their interests and availabilty or be inspired by whats featured around them.



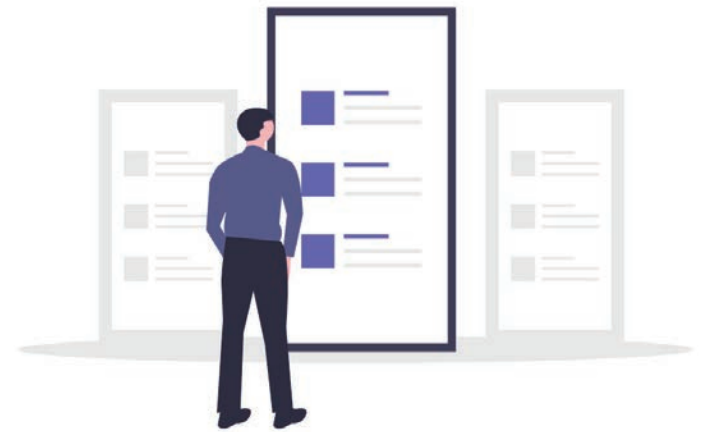
## Background Insights

In the 12 weeks leading up to a trip, there are **3X more experiences searches** than hotel searches.

Searches for activities happen across devices in the three months prior to a trip, but shift significantly to **54% mobile when travelers are in-destination**.

On average it takes **10-20 hours** of your time to research your vacation. This time can easily double if you're researching a new and unfamiliar destination.

The average American spends nearly **200 hours a year daydreaming** about vacations, according to new research.



# Who are the users?

## Millennials

Ages 26-36 are most likely to spend more money on vacations than other age groups.

33% of people polled are willing to spend \$5,000 or more on vacation.

Out of college, starting their careers and lives. Possibly married or starting a family of their own, but have money and time to spend.

42% of travelers worldwide use smartphones to plan or book their trips!

With an age range of 26-36 and the research insights above it leads my target audience to be a range of people who are **interested in traveling**. Users who want to **get the most out of their trips** while accomidating to their intersts and budget.



# Eric Simons

## The Budget Backpacker

Eric is relatively new to traveling, and is not looking to spend much money. Traveling on the cheap side, he will be won over with discounts, assistance in finding hostels, push notifications about nearby deals, and sightseeing agendas revolving around free activities. Eric currently lives in the big city, New York. Therefore when he travels he prefers to save where he can and go somewhere more relaxing.

**Age** 27

**Profession** Freelance Graphic Designer

### Tech Attitudes

Avid user in technology. Usually know hows to navigate the world of tech around him.

### Goals

Wants to find the best deals in his area. Usually stressed with work so he wants to relax more.

### Key Behaviors

Typically budgets each week. Will plan accordingly for his time and activities.

### Struggles

Has a hard time planning on what is the best way to spend his money and time.



# Clair Arden

## The Spontaneous Wanderer

Clair is a free spirit - she goes where the wind takes her. Currently living in Colorado, she loves to go hiking and explore the world around her. Typically when traveling, instead of booking ahead, she chooses to make plans on the fly. She will use in-app notifications to help browse and select various activities that are recommended to her based on whats popular.

**Age** 26

**Profession** Makeup Artist & Social Media Influencer

### Tech Attitudes

Comfortable sharing information with apps and brands. Sees tech as a way to stay connected.

### Goals

Keeping up appearances. Wants to increase her social presence.

### Key Behaviors

Documents her life. Appreciates a sense of surprise and trusts her gut always.

### Struggles

Has a hard time living in the moment. Too many places to go, see, and share with everyone



# The Thompsons

## The Pre-Travel Planners

The Thompsons live in Seattle, your everyday family. Susan and David work up until the last minute when it comes to vacations. Susan will always book ahead on *everything* that she can (sometimes months in advanced). The family appreciates a structured life and likes to always be in the know. Typically they get stressed when it comes to vacations since the children are still so young.

**Age** David 35, Susan 33, Jordan 2, Sydney 5

**Profession** David is a salesman, Susan a part time secretary

### Tech Attitudes

Activity gets advice from other families on trip advisor or on facebook.

### Goals

Wants to find time for her and David to reconnect on vacation. While still having family vacation.

### Key Behaviors

Plans everything well in advanced. Sets notifications to be always aware of things.

### Struggles

Has a hard time planning everything on her own and knowing if it's the right option.



# The Becketts

## The Big Spenders

Jonathan and Sara live in DC, freshly married who are looking to have kids in the near future. However before that, they want to enjoy their new lives together traveling worry free. They have money to burn and are ready to get the most of their trips. Sara likes to be around nature more and tends to want to site see. Whereas Jonathan likes the big cities, adventure, and fun activities.

**Age** Jonathan 30, Sara 28

**Profession** Jonathan is an accountant, Sara is a nurse

### Tech Attitudes

Loves to see the newest and greatest things.

### Goals

Wants the best possible experiences. Something they will never forget while being local.

### Key Behaviors

They enjoy the luxuries of life. Well organized and like spending time with others.

### Struggles

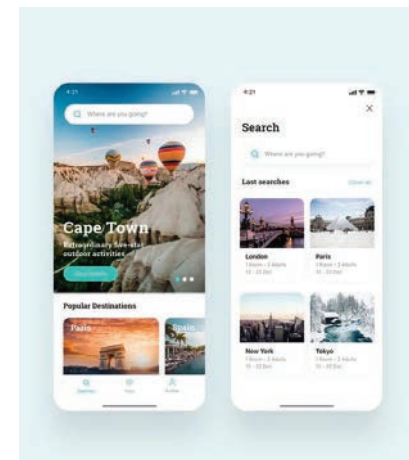
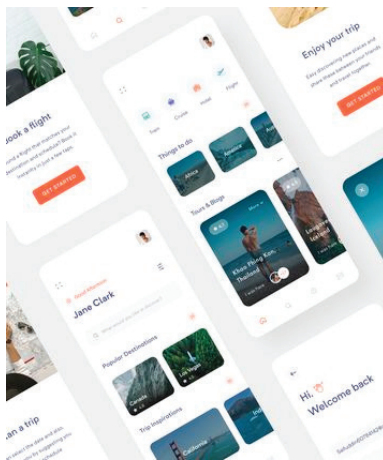
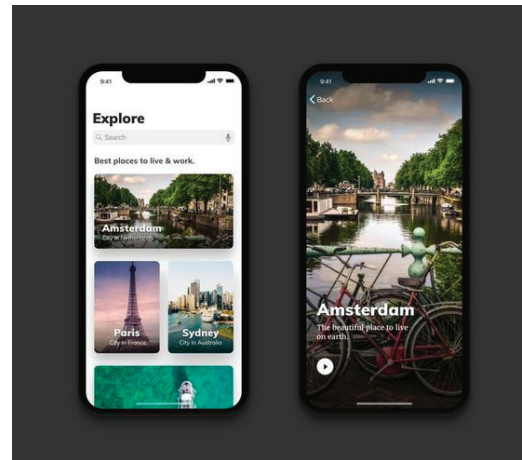
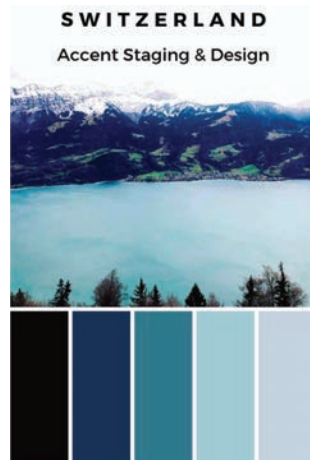
Has a hard time compromising on activities they can both enjoy together.



# Research & Word Association

City	Discover	Explore	Navigation	Travel
burghal	catch	analysis	boating	driving
citified	come upon	examination	exploration	excursion
civic	design	expedition	shipping	flying
civil	detect	inspection	aeronautics	movement
interurban	determine	research	flying	navigation
intraurban	devise	search	pilotage	ride
megapolitan	disclose	study	piloting	sailing
municipal	explore	travel	sailing	sightseeing
urban	hear	inquiry	seafaring	tour
	identify	probe	seamanship	transit
	invent	reconnaissance	steerage	trek
	learn	scrutiny	steering	trip
	locate	tour	voyage	biking
	notice	trip	yachting	commutation
	observe		cruising	cruising
	realize		helmsmanship	drive
	recognize		nautics	expedition
	reveal		navigating	hop
	see		ocean travel	junket
	spot		plotting a course	
	unearth		voyaging	

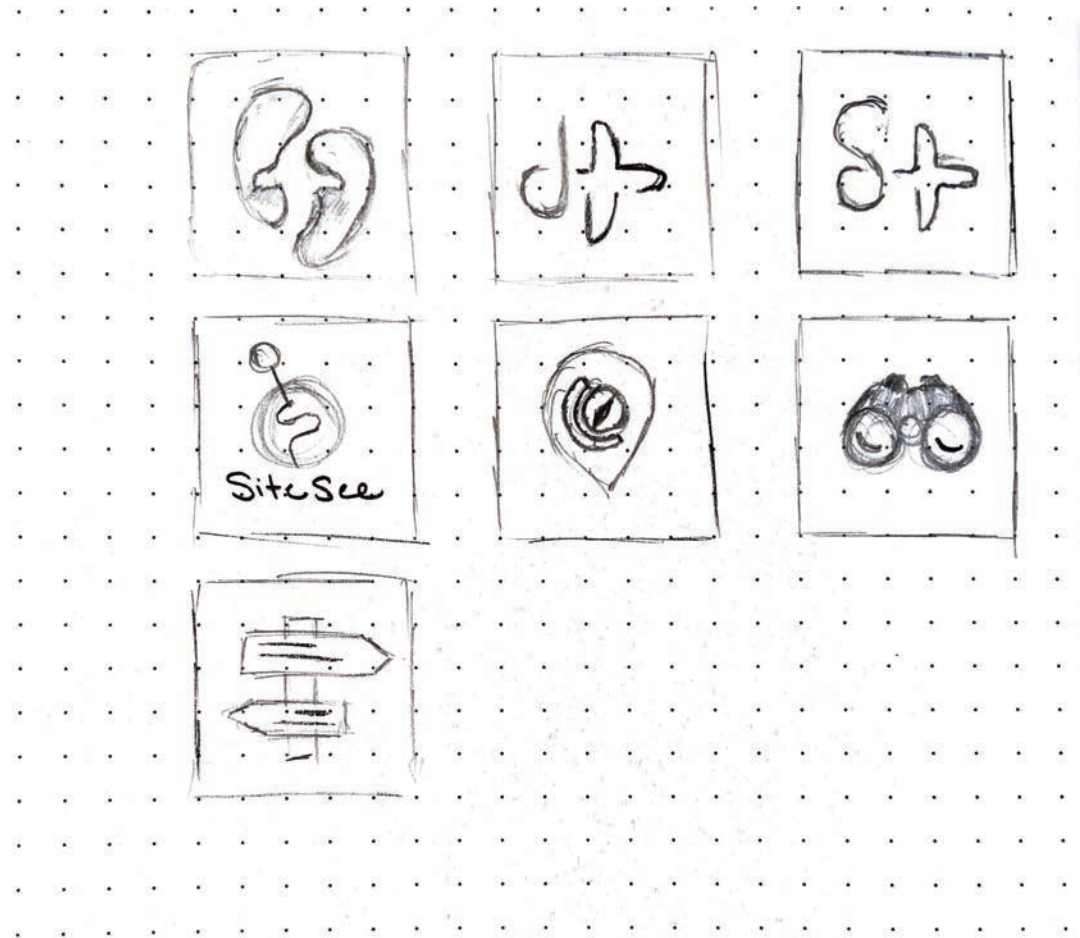
# Mood Board



# Initial Sketches

## App Names

Explore More  
Go See!  
Lead the Way  
SightCity  
SiteSee  
Thorough  
Total Trip  
Travel Ready  
Trek



## Typography Exploration

There are a few different apps that explore different features when planning for a trip. From looking at the three that are below specifically, there seems to be a similar color palette. They all have a clear objective throughout however the navigation is a little confusing. There also needs to be a clearer understanding of the users and what they may want out of the application with design aesthetics.

*Garamond Italic*

**PROXIMA NOVA**

Garamond Regular

BRANDON GROTESQUE

BRANDON GROTESQUE

Adobe Caslon

**Vollkorn**

Lato

**Playfair Display**

Grotesque

**BRANDON GROTESQUE**

*Adobe Caslon*

Adobe Caslon

**GOTHAM**

Gotham

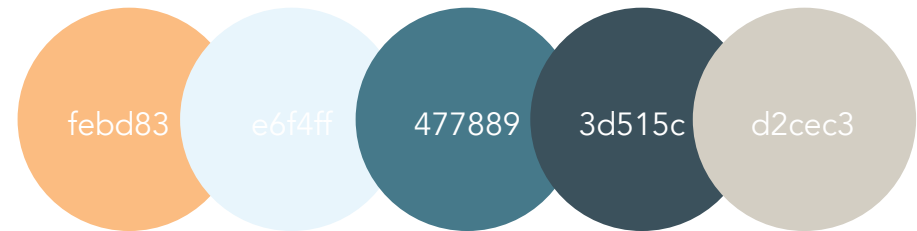
# Color Scheme, Typography & Logo

## Headers

### Sub headers

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Adobe Caslon Bold - 25pt  
Brandon Grotesque Bold - 13pt  
Brandon Grotesque Regular - 13pt

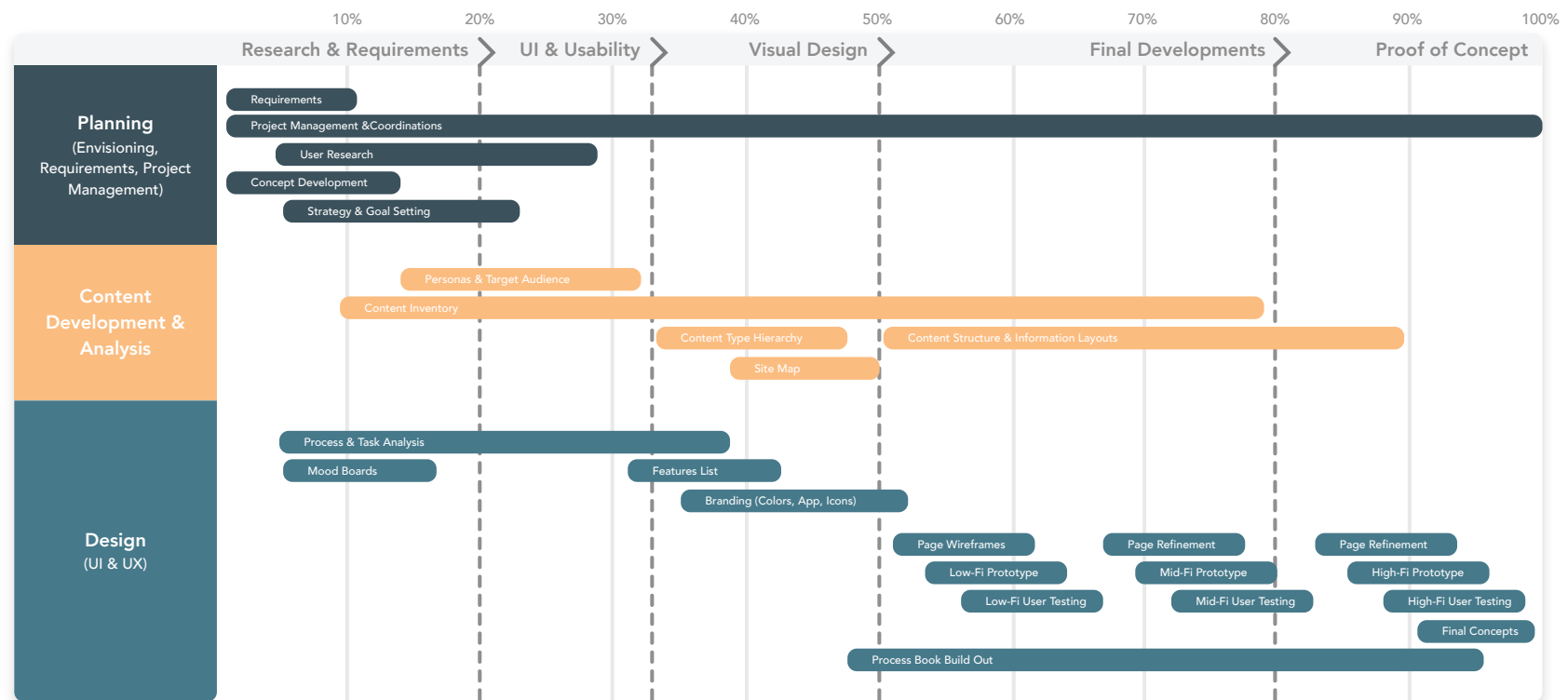


# SiteSee

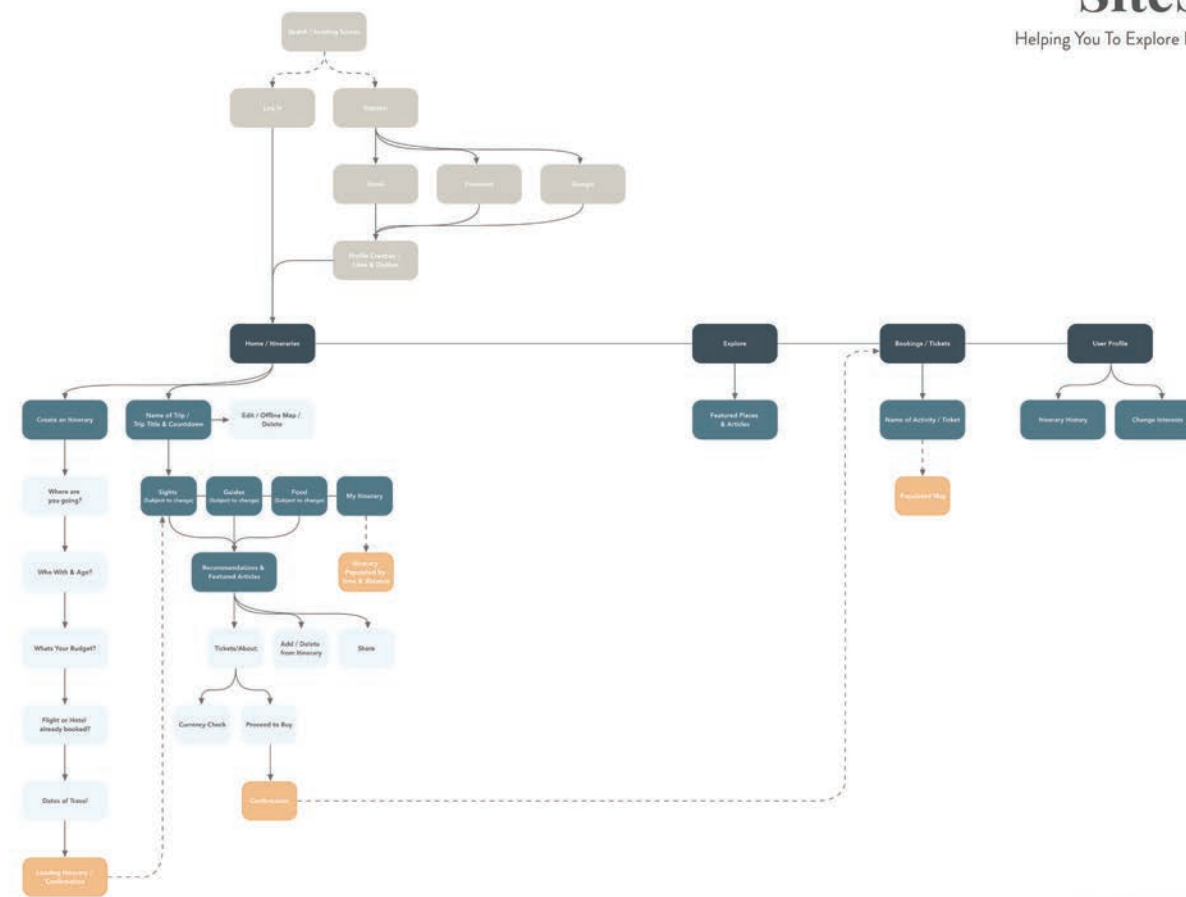
Helping You To Explore New Areas

I wanted to choose something neutral yet a slight pop of colors that feel warm and relaxing. The first is bold that represents more of the interactions, something that will grab your attention. Next complimentary something I can use in contrast. The next two are the more neutral and darker tones that help ground the color scheme and can be still used as text colors. The last is a lighter neutral that can be used to support elements.

# Task Visualization



# Information Architecture



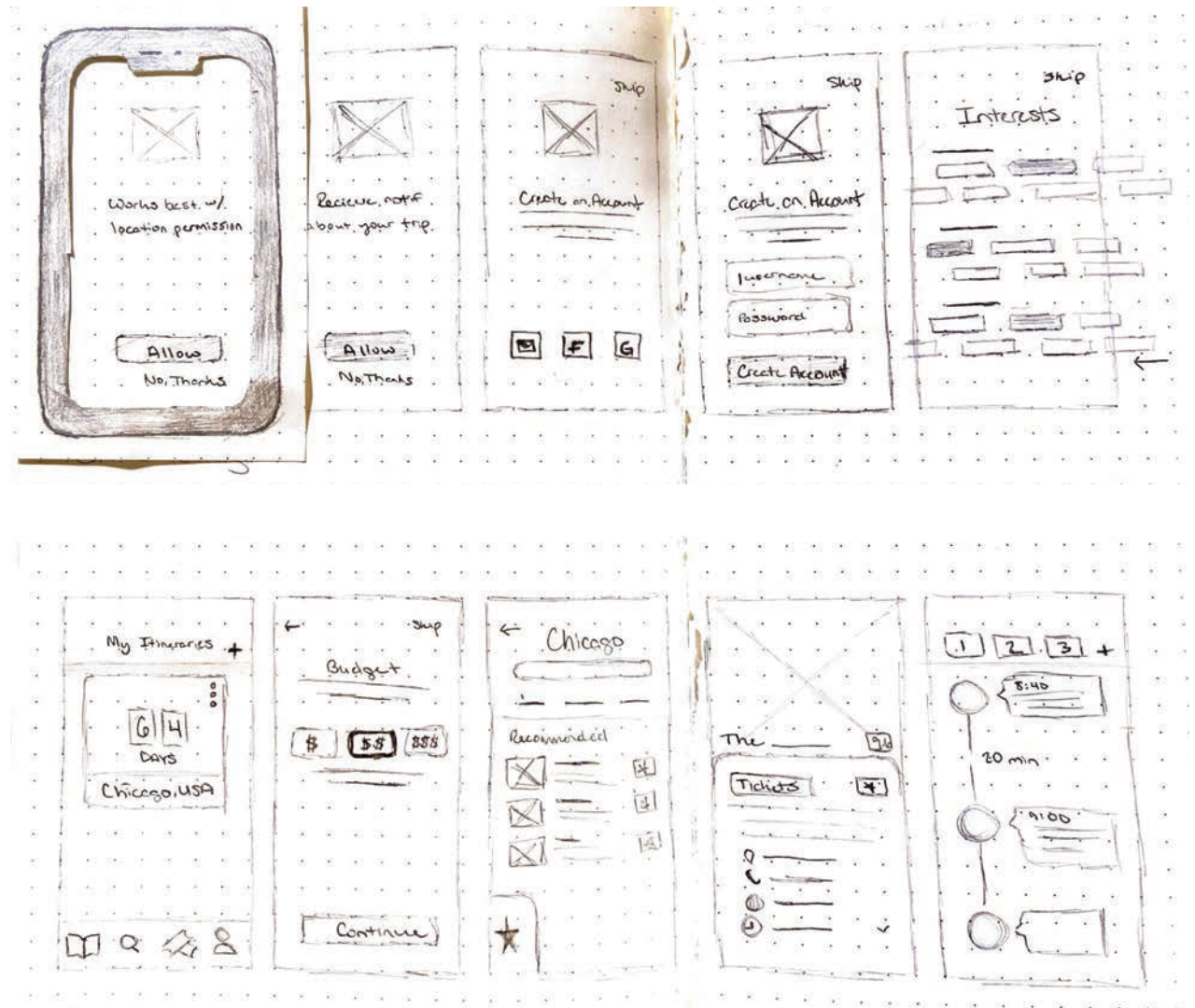
**SiteSee**  
Helping You To Explore New Areas

Information Architecture  
Jessica Wheeler

# Wireframes

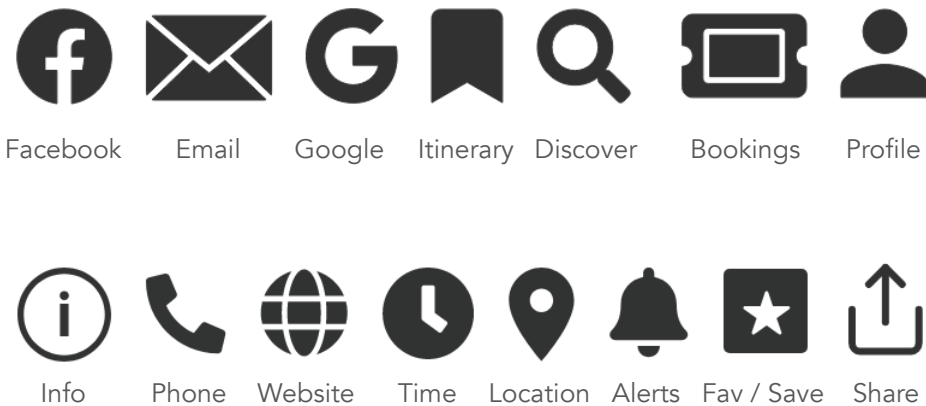
For my initial wireframes I focused on some important "hero" images to start. Especially to work through interactions and layout concepts. The top represent some factors for onboarding. After reading this weeks readings I decided to follow with the Allow vs No thanks interactions. As well as another key point is to pick interests so the app can find or show you things that match your interests.

The second row is primarily showing things within the itineraries portion of the nav bar. Moving the count down from explore to your itinerary card. Having an add function where we then generate questions to populate an itinerary for you. You can then add or deselect things and take a closer look. As well as book any tickets needed for your arrival.



## Icons & Navigation

After much exploration these are some of the icons and navigation icons I will be using throughout my screens. I did forget to document, however, there were other explorations of various icons I could have used instead. I am still however stuck on the itinerary icon and if that is the right option. During testing 75% (3 out of 4) did understand what it was. However they looked at it for a moment if their judgement was correct. Another option was an open book or a map icon instead.



# User Testing

Feedback Participants: 4  
Various demographics...  
Ranging ages 24 - 55  
2 females, 2 male

## Main Takeaways:

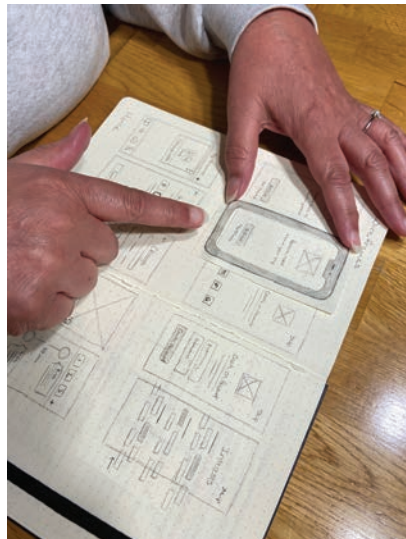
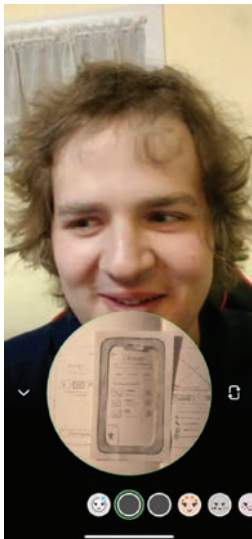
- Organization seemed simple and intuitive to the users.
- Felt like they were really able to narrow down what they wanted on a trip or experience.
- Appreciated the ability to have a timed and detailed itinerary.

## User Suggestions:

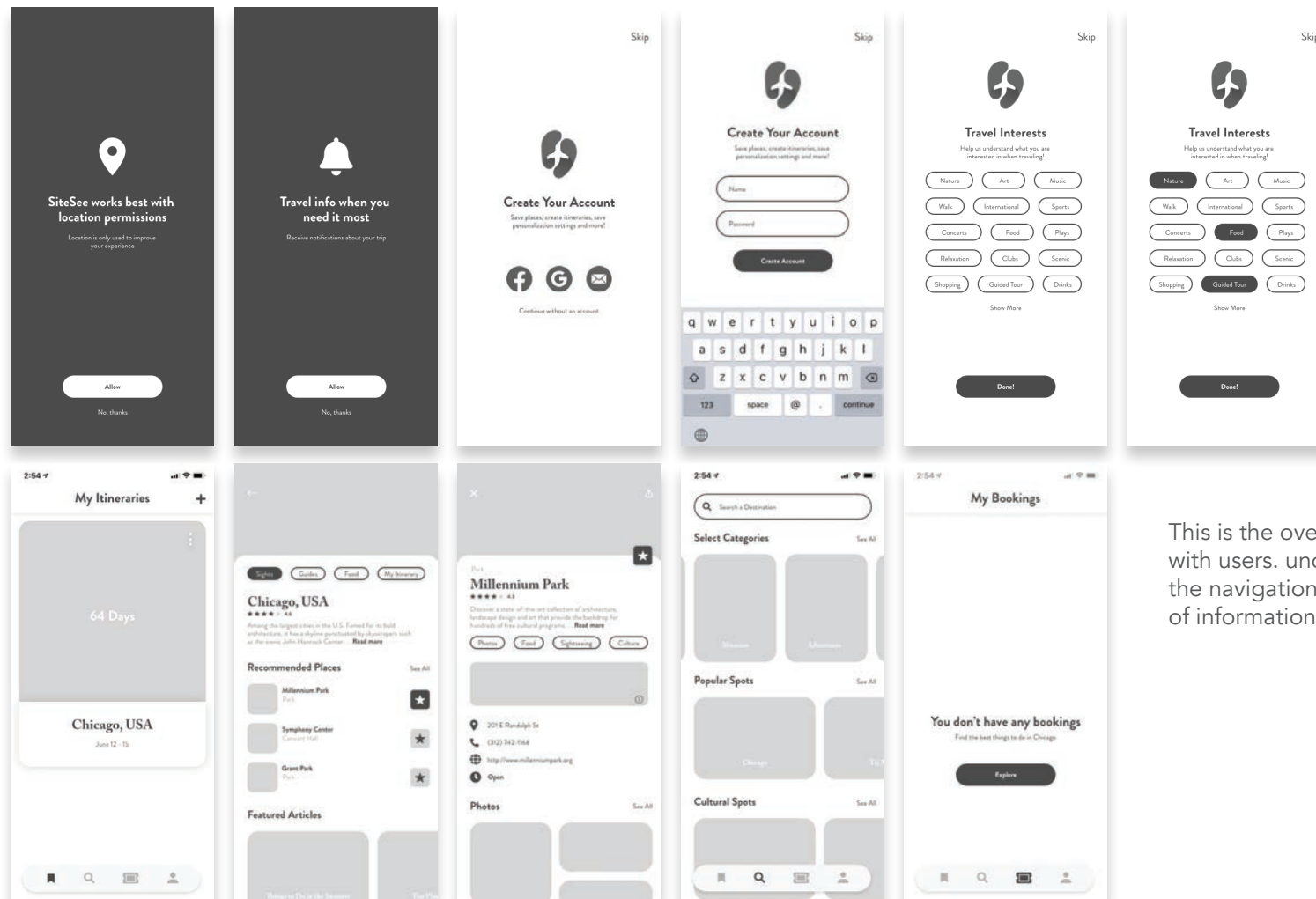
- Under the recommended activities is there only articles to read on the place or will there be everyday people reviews?
- There is a modern feel on the itinerary page, can you change the shape on some of the buttons to feel less chunky?
- Pictures are going to be very important, you need to make sure it is either on brand or professional photography found from a travel article maybe?

## Complaints & Other Feedback:

- Wanted a function to filter or being able to change their itinerary settings. What if they thought they had a small budget and planned their trip early and then that changed?
- Icons were not clear, a title or more investigating needs to be done for the navigation icons.
- There was a change in the headings, make sure the type is correct. Wanted body copy to understand what needed to be done. There for I need to add more distinguishing factors so they shouldn't have to rely on the body copy.



# Digital Screens - Mid Fi



This is the overall flow I tested with users. understanding how the navigation and heirarchy of information felt to the users.

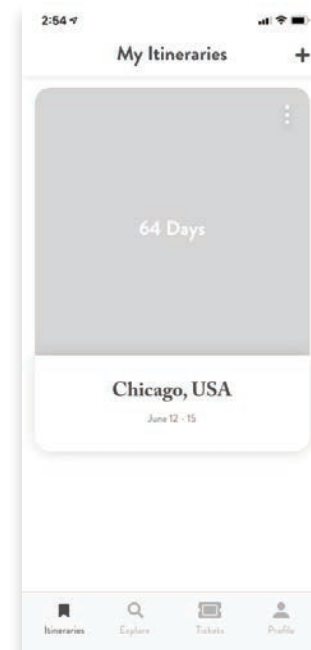
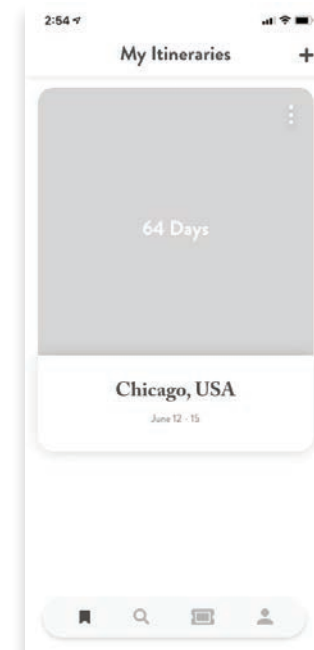
## A/B User Testing

During my initial wireframing I drew up variations of a design layout. Therefore when caring the design over to a digital format, I conducted an A/B user testing scenario. This was performed with the same 4 users as before...

2 female, 2 males  
between the ages of 24 & 55.

During this test the goal was to understand if the participants could understand the navigation icons without a titles underneath. I was also exploring a way to make the design feel more modern by the use of tiles.

The end conclusion was option B, the users were able to still navigate effectively. However, I do need to look into the organization of the icons on importance and frequency of use.

**A****B**

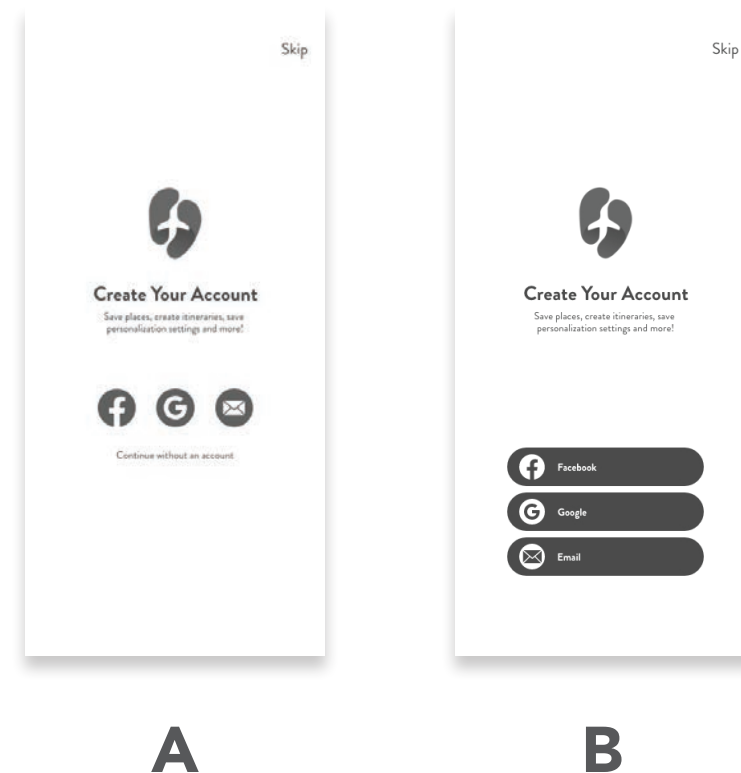
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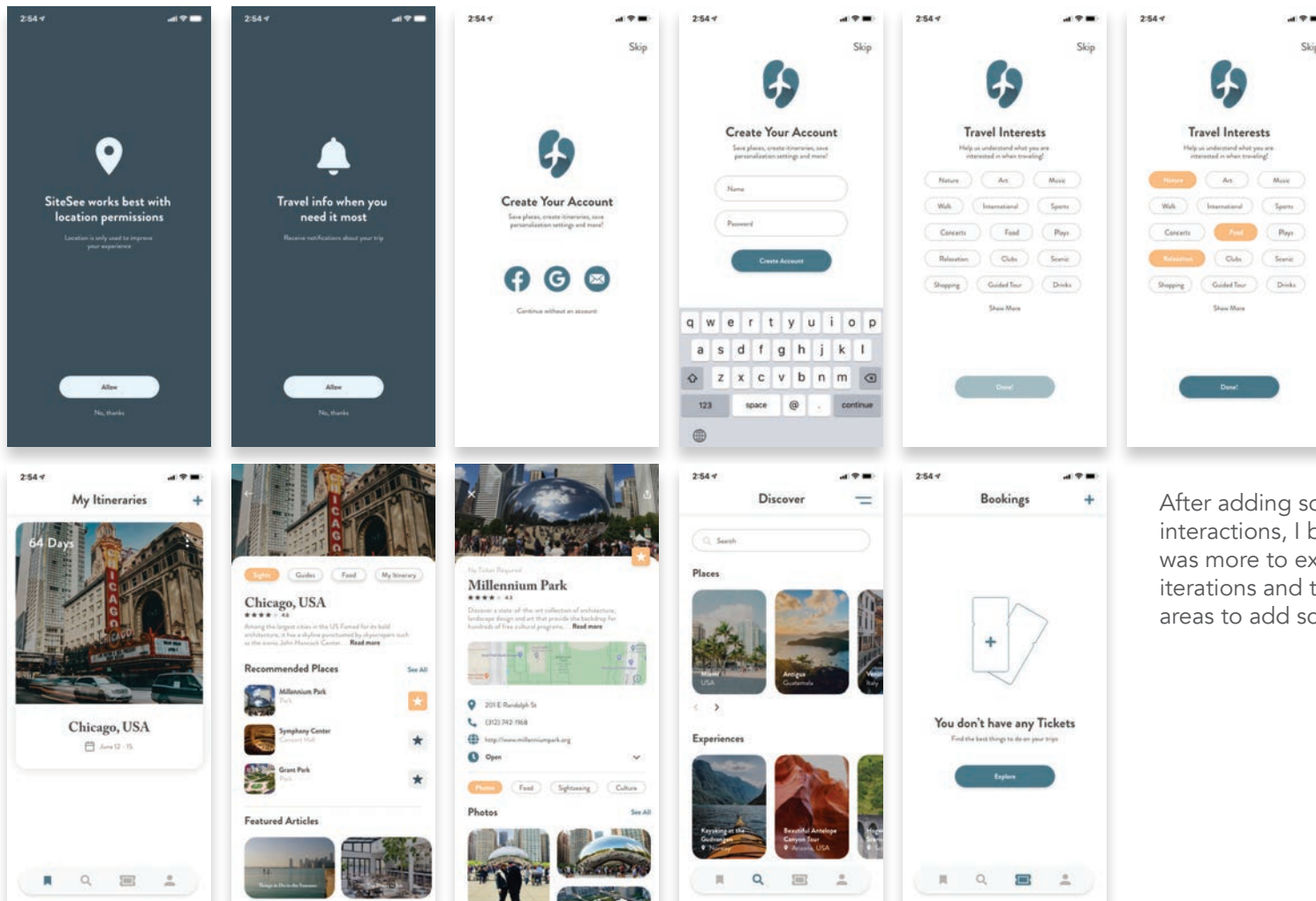
2 female, 2 males  
between the ages of 24 & 55.

During this test I alternated on showing option A first vs option B second. Figuring out which button interaction made the most sense.

After testing, users preferred option A. This option kept with the simplicity and feel of the over all design. Option B felt like there was too much there and the logos are already understood without titles.

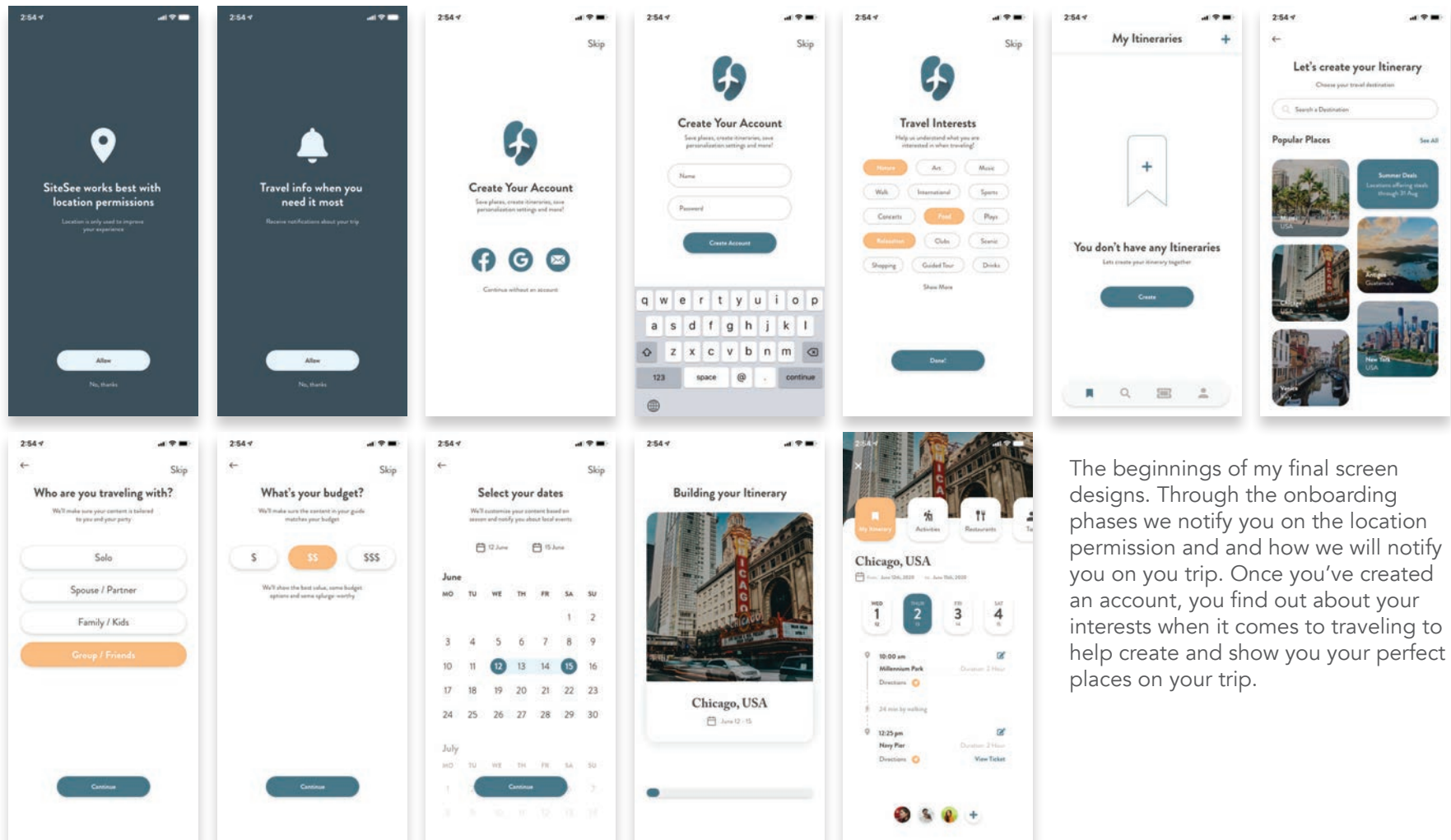


# Digital Screens - Hi-fi



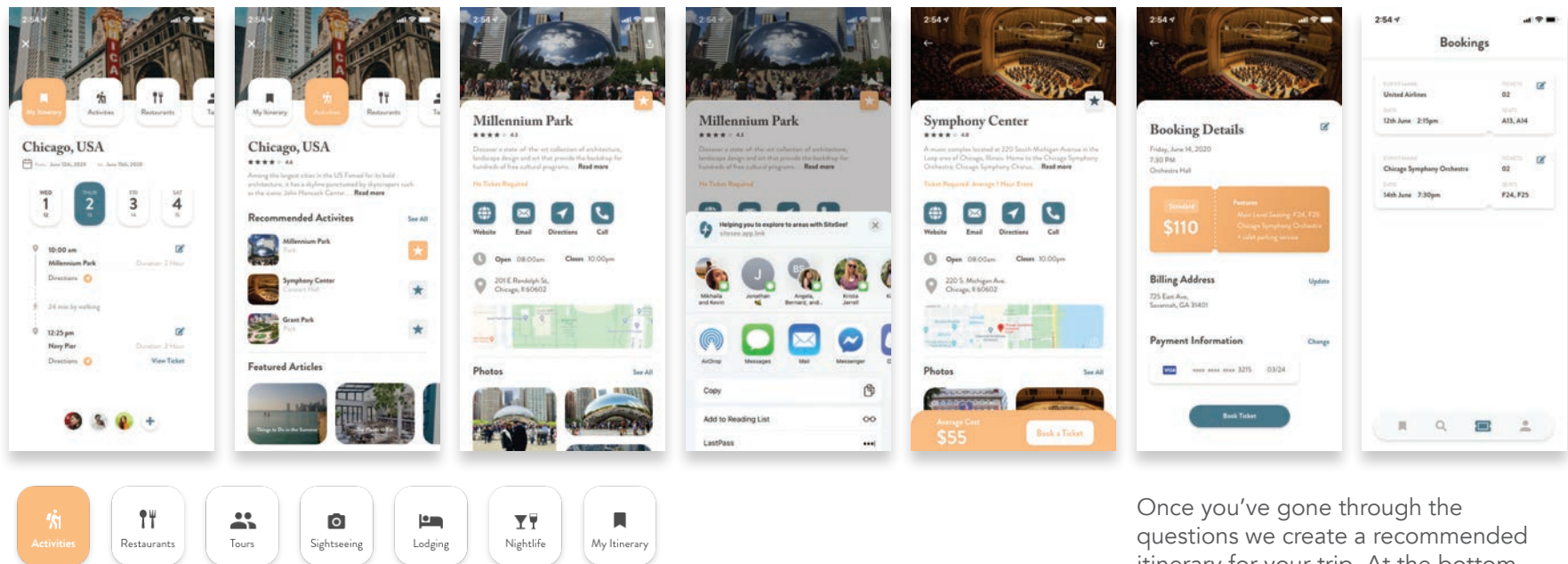
After adding some color and simple interactions, I began to realize there was more to explore with other design iterations and testing. As well as other areas to add screens and explore deeper.

# Final - Onboarding & Creating Itinerary

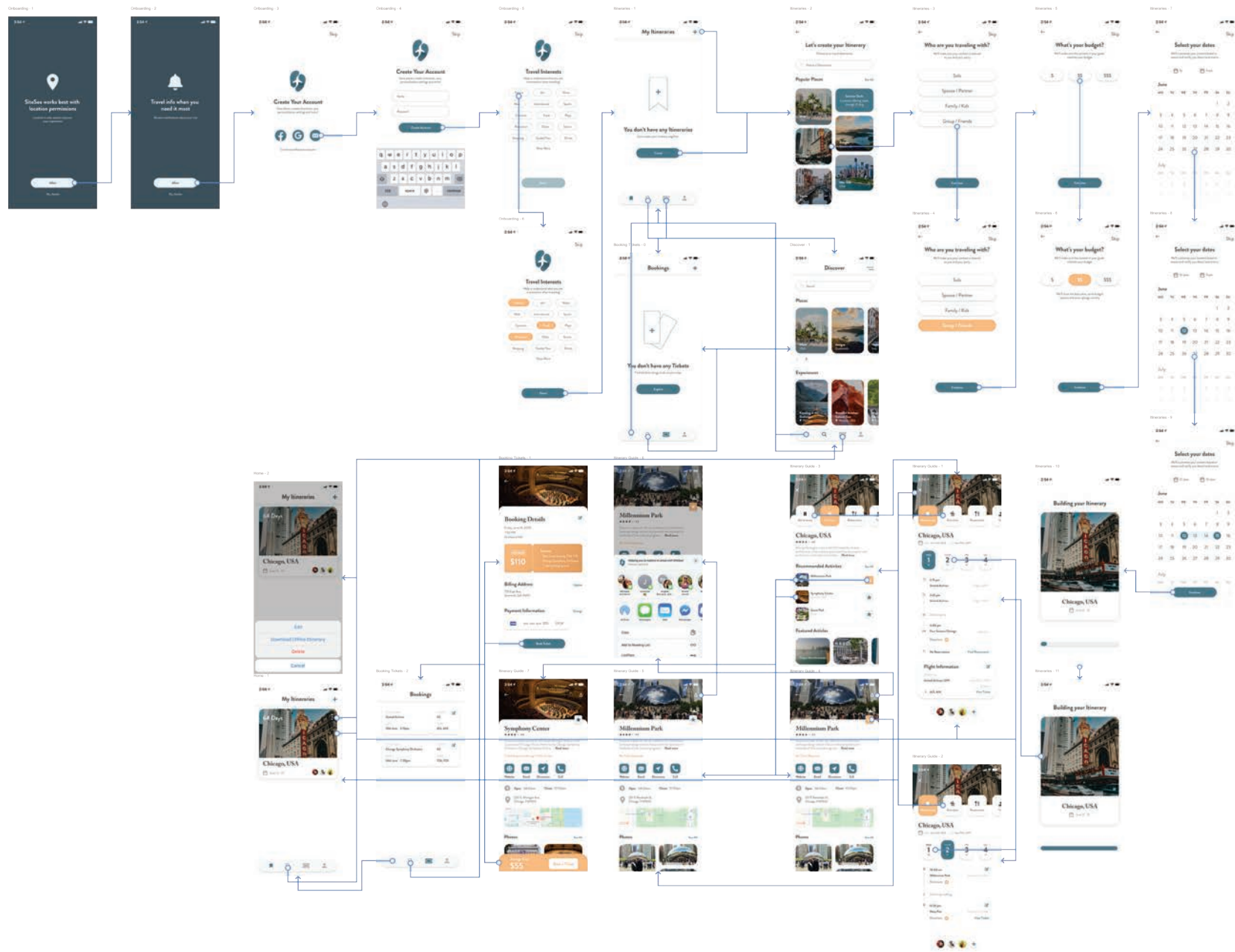


The beginnings of my final screen designs. Through the onboarding phases we notify you on the location permission and how we will notify you on your trip. Once you've created an account, you find out about your interests when it comes to traveling to help create and show you your perfect places on your trip.

# Final - Itinerary & Ticket Booking



Once you've gone through the questions we create a recommended itinerary for your trip. At the bottom of the itinerary you can share and add friends we will be attending with you. As well as you can still explore through other recommendation and customize your trip/itinerary to what works best for you and your schedule. Through the app you can go ahead and buy tickets when needed and we will keep them organized in the app.

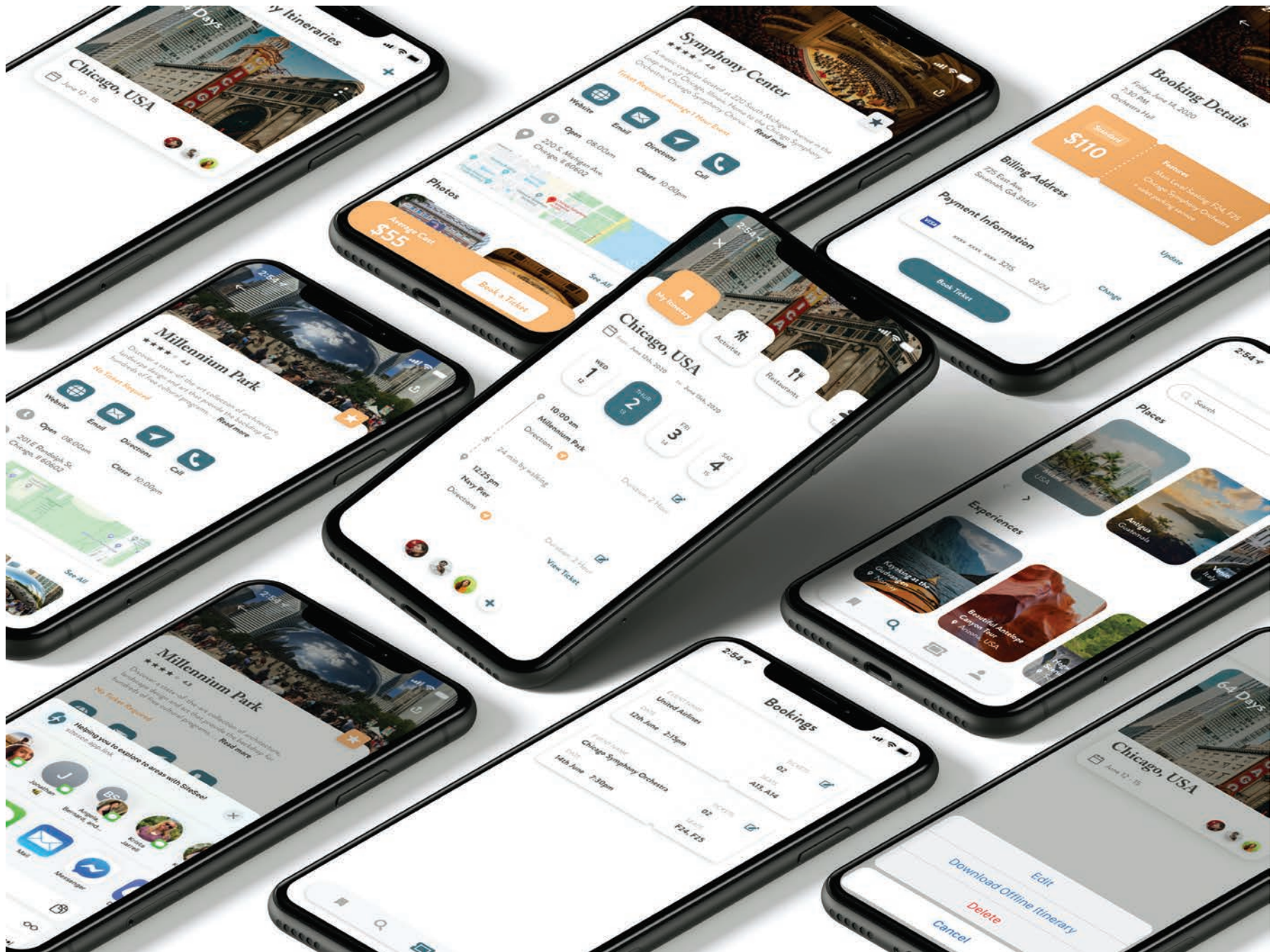


# Prototype



<https://xd.adobe.com/view/02807969-c1fb-4ca8-6407-120e66b454f1-74b1/>

Feel free to take a look through my app prototype. The QR code can be scanned on your iphone as well as the link will take you to the prototype if you are on your computer. If you'd rather just watch then feel free to watch the prototyping video walkthrough here!



# Thank You

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